



U. S. General Services Administration
Web Manager University: New Media Talks

July 2009

About Scribd

- ◉ Launched 2007
- ◉ Largest social publishing website
 - 10s millions users
 - Millions of documents, 35 billion words
- ◉ Upload PDF, PowerPoint, Word, Excel, Text
- ◉ Demographic
 - Younger Audience (18-34) is core; Progressive
 - Embedding / Sharing / Facebooking / Twittering
 - Interest in Science, Technology, Business and Politics
 - Majority hold college or graduate degrees; Readers!

What Can You Do With Scribd?

- ◉ Upload written materials to Scribd.com
 - Build a brand / following / increase exposure
 - SEO (Search Engine Optimization)
- ◉ Enable viral sharing of documents / publications
 - Embed documents on websites and blogs
 - Facebooking, Twittering, Linking
- ◉ Interact with people about your documents
- ◉ Search for interesting written materials
 - Scribd is the largest search engine for written materials

The Power of Social Media: Mass Personal Connections



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Information

Location:
1600 Pennsylvania Avenue NW
Washington, DC, 20500

Fans

6 of 276,879 fans See All



“We have technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people.”

-- Pierre Omidyar, founder of eBay

Unleashing Written Power

383

Thousands of Untapped Blogs

Mother Jones



THE HUFFINGTON POST



The Washington Post



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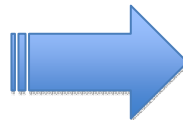
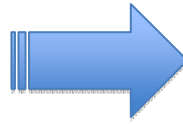
Written Materials Opportunity

- ◉ Communicate swiftly and transparently with constituents
- ◉ Better understand their needs, comments and opinions
- ◉ Enable anybody to quickly and easily find (and view) your organization's written material
- ◉ Proactively express and disseminate the viewpoints of your organization or office
- ◉ Try out new things – you won't know how successful it might be until you do!

How Interactivity Changes Everything

Old Way

- Disseminate Information
- Send people updates
- Hear from constituents once a month
- Documents are pieces of dead trees in file cabinets



New Way

- Elicit feedback
- People follow you
- Daily 2-way interaction
- Documents are viral, sharable, magnets for opinions and information

Order of Operations

◉ Find written information

- Increasingly difficult to navigate information online
- More websites, more clutter, SEO becoming more important
- Hubbub of voices, unclear which information is correct

◉ View written information

- Preview, View, Download, One-time use popular (not saved)
- Within the browser simpler than with native application
- Functionality for searching and viewing it “how you want”

◉ Share written information

- Socially share information – email, embed, Facebook, Twitter
- Comment. Follow. Make lasting connections.
- Social networking component becoming synonymous with

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Enable Viral, Visual Sharing

 Make a call to create a clean energy economy

Calling Tips

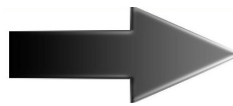
Here are some tips:

- Be polite, respectful and clear.
- Introduce yourself to whomever answers the phone and let them know you are a constituent – mention what city you live in.
- You can use the sample script below to help you think about what to say.

Example Script for Your Calls

Hello, my name is _____ and I'm a constituent calling from _____ (city or town).

I'm calling today because I wanted to let Rep. _____ know that I strongly support the American Clean Energy and Security Act, which is scheduled for a vote in Congress this week.



The House is voting on a historic clean energy bill today. Have you called your representative about it? <http://bit.ly/aWcDK>

9:06 AM Jun 26th from web

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Direct Interaction

A New Era of Responsibility
Renewing America's Promise

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ADDED BY
 BarackObama (323,366) Partner

DESCRIPTION
President Obama's proposed budget outline for fiscal year 2010, including tax cuts for the middle class, as well as investments in renewable energy, education and health care.

142 Pages

DATE ADDED 03/02/2009

CATEGORY Magazines & Newspapers [Edit category]

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ALAUC 2 MONTHS AGO
Content analysis show
FREEDOM 1x
LOVE 0x
EDUCATION 100 x
SCIENCE 40 x
bailout 0 x
etc
I DO KNOW THAT EDUCATION IS THE BASE FOR LOVE AND FREEDOM, but collaborators areand should be creative etc. (Delete)

GOTTABENEKC 3 MONTHS AGO
i find this document to be realistic and insightful. i hope that the knowledge of our desperate state of affairs can help all of us find a way to overcome this crisis America faces. something my late gramma used to say when times were tough as farmers: where there's a will there's a way God willing.. (Delete)

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“i find this document to be realistic and insightful. i hope that the knowledge of our desperate state of affairs can help all of us find a way to overcome this crisis America faces. something my late gramma used to say when times were tough as farmers: where there's a will there's a way God willing..”

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Arkansas Secretary of State

Charlie Daniels

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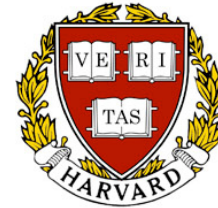


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Thank You.

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